

What to Sell Part 2

Rule No. 1

Choose products that retail for between \$40 and \$250

If you sell low priced items you will not get decent profit margins, which means that you either need to sell a LOT of them, OR, you need to settle for a much lower income of say \$500 - \$1500 a month.

And if you sell high end items, over \$250, you take away the 'instant purchase' element. Meaning that customers will be hesitant to purchase without asking questions first and reassuring themselves that they are making the right decision before they buy.

Rule No. 2

Ideally the product should not rely on the skill of the user to make it work UNLESS you are selling to 'hobbyists' (see the video for a full explanation)

Rule No. 3

The product you want to sell is not readily available much cheaper locally for your customer